

Chamber of Commerce Executives List Business Trends for 1963

An informal survey of leading Chamber of Commerce executives in all parts of the United States indicates seven interesting trends affecting the U. S. business community can be expected in 1963.

Albert C. Boyd, president of the American Chamber of Commerce Executives, a professional organization whose membership is composed of paid, full-time managers of Chambers of Commerce, said

that the Chamber executives foresee the following:

1. The Population Growth And The Merging Of City, County, And Regional Lines Has Created New Business Problems Which Call For New Approaches To Their Solution.

"Time was," said Boyd, who is also executive vice president of the Chamber of Commerce of Greater Lansing, Mich., "when trading areas, community problems, business districts and the like were more or less neatly confined within the corporate limits of a city or other governmental area. Now community problems and business trading are area-wide. Frequently, city and county limits, and even state borders are crossed. These create new problems which call for new, vigorous area-wide approaches for their solution."

2. Today's Business Executive Must Be Broader, Better Qualified, More Interested In Community Affairs Than Ever Before.

"Businessmen are finding that it is not enough for them to stick strictly to their jobs and personal lives," Boyd said. "Just as today's executive must be broader, better qualified than his predecessor, so the range of community and public problems which affect his business requires that his outlook be broader than that of his predecessor—if an atmosphere in which private business can prosper is to be preserved."

3. There Is A Growing Trend For The Business Community To Become More Articulate Politically.

"As government plays an ever-increasing role in business," Boyd said, "there is a growing trend among business management to realize that businessmen on the 'grass roots' level must become more articulate politically. Many Chambers of Commerce, for example, are sponsoring schools and seminars on Practical Politics."

4. There Is An Ever-Growing Awareness In Many Communities That Cultural Activities, Better Schools, Better Community Facilities Result In Better Business.

This was neatly summed up by a Chamber of Commerce executive who said frankly: "We have got our Chamber of Commerce behind the Philharmonic Orchestra, not because our board members are great followers of the symphony, but because symphony music attracts the kind of new business that our community seeks."

5. There Is A Growing Trend For Business Management And Labor To Attempt To Work Together Amicably To Advance Matters Of Mutual Interest.

Boyd cited as an example the work of the Kansas City, Mo., Chamber of Commerce in working with responsible

labor leaders in setting up panel discussions with representatives of both management and labor. The move is aimed at eliminating the costs to both management and labor of crippling strikes. "Competition... especially the prospect of increased foreign competition... will greatly increase the incentive for management and labor to work together during the year ahead," Boyd said.

6. There Will Be A Strong Trend Toward The Continuing Growth Of Voluntary Organizations In 1963...

As Best Answering The Needs Of Business In An Evermore-Complex World And Ever-Growing Government. The voluntary organization remains the most effective spokesman of business and will be even more so in 1963," Boyd said. "The growth of the Chamber of Commerce movement is a case in point. At the turn of the century, for example, there were fewer than 100 Chambers of Commerce in the United States. Today there are more than 3000. Other voluntary groups such as trade and professional associations and civic groups will grow stronger as the means whereby the business community can best make its voice heard on public questions and matters affecting business."

7. Attracting Stable New Industry... And The Growth Of Its Present Industry... Will Remain A Community's Best Asset And Its Guarantee For A Prosperous 1963.

"Competition among American cities for stable new industry is keen and will grow more so in 1963," the president of the American Chamber of Commerce Executives said. "Attracting stable new industry remains the surest way for a community to guarantee its future."

'Born a King' Cantata Set Next Sunday

The choir of the First Baptist Church of Lomita will present a Christmas cantata Sunday evening at 7 in the church auditorium at 26366 Hillcrest Ave., under the direction of Richard Wallner.

To be presented is the cantata, "Born a King," by Dr. John W. Peterson.

Accompanying the choir will be Martha Fluke at the organ and Mrs. Oscar Nichols at the piano. Solos will be presented by the Rev. John D. Hopper, former associate pastor and a teacher in the Hillcrest Christian School.

The Rev. James W. Hardin, pastor, will speak on the subject, "The Roman Road to Ruin," at the 11 a.m. services Sunday. The evening worship hour will be devoted to the "message in song," the pastor said.

Garden Checklist

1. Start your winter spray program for fruit trees. Ask your nurseryman if you're in doubt about the proper sprays.
2. Most bareroot stock arrives on the market this week or next. Fruit and shade trees, as well as bare-root roses, are best planted during bare-root season.
3. Perennial vegetables such as asparagus and artichoke may be set out this month and next.
4. Deciduous fruit trees may be pruned now. So, too, many grapes.
5. Holly and other berried shrubs may be purchased now and kept in their containers for indoor decoration during the holiday season.



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Large Sirloin End lb. **59c** Center Cut Loin lb. **79c**

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New York Steaks Boneless Beef lb. **\$1.98**

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Pork Sausage 1-lb. pkg. **69c**

Skinless Franks Safeway or Sterling 1-lb. pkg. **49c**

Breaded Shrimp Captain's Choice 10-oz. pkg. **69c**

Edwards Coffee Vacuum Pack 2-lb. can **97c** Save 10c **49c** 1-lb. can

Facial Tissues Truly Fine Assorted Colors Save 3c **19c** box of 400

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Family Flour Kitchen Craft Enriched White Save 10c **5** -lb. bag **39c**

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